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# YERBA MATÉ TEA:

THE HISTORY OF ITS EARLY DISCOVERY IN PARAGUAY,  
ITS PREPARATION IN THAT COUNTRY AND IN  
BRAZIL, AND ITS INTRODUCTION INTO  
THE UNITED STATES,

BRIEFLY TOLD BY

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Editor of the Proceedings of the International  
Commercial Congress, etc.

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PHILADELPHIA:  
THE YERBA MATÉ TEA CO.,  
1900.

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## PREFACE.

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// **T**HE purpose of this little book is to make known to the American people the excellent qualities of *Yerba Maté Tea*.

Without disparaging any of the pleasing beverages which find such wide acceptance in this country, we wish to make this unique claim for Maté, based upon the highest scientific authority: it is the only beverage which leaves absolutely no bad after effects upon those who drink it in large or small quantities. It combines all the good qualities of coffee and Chinese or Japanese tea, but is almost entirely devoid of empyreumatic or essential oils, which act as irritants upon the human system.

Here, then, we have an ideal drink—one that is delightful to the taste, when once we have become accustomed to it; one that promotes digestion, gives immediate strength to the body and brain and acts soothingly upon the nervous system.

The ladies will be especially interested to know that it exercises absolutely no bad effects upon the complexion. //

We have endeavored to sketch briefly the history of Yerba Maté, its preparation for market, its adoption as a national drink by over

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20,000,000 people, its introduction into this country through the International Commercial Congress, and have also described some of the curious and picturesque customs which are observed in connection with its consumption in its native home.

// It is especially noteworthy that those who drink the most Maté drink the least alcohol—in fact, they do not feel the necessity for alcoholic beverages at all. Yerba Maté Tea is one of the greatest natural aids to temperance the world has ever known. During the hot summer weather it is the most cooling and refreshing drink imaginable. //

We call especial attention to the analyses presented and also to the words of wisdom from medical men, scientists and others. If their testimony is worth anything there can be no doubt that a new factor in the well-being of our people now awaits their general acceptance.





## CHAPTER I.

### THE DISCOVERY OF YERBA MATÉ.

HISTORY tells us that the discovery of the western world was closely followed by the sending of missionaries to the benighted aborigines inhabiting its vast area. The Jesuit Fathers who made their way through the wilds of South America, up the great river into Paraguay, found the native Indians or Guaranys industriously chewing the leaves of a shrub which grew luxuriantly in those parts and which the learned botanists afterwards named *Ilex Paraguensis*. The Indians called it maté, and also drank a decoction made from its leaves.

As these dusky sons of the forest were able to withstand to an amazing degree all kinds of hardships, going without solid food for days at a time, the Jesuits concluded that the shrub which was prized so highly and used so extensively must possess valuable properties. They

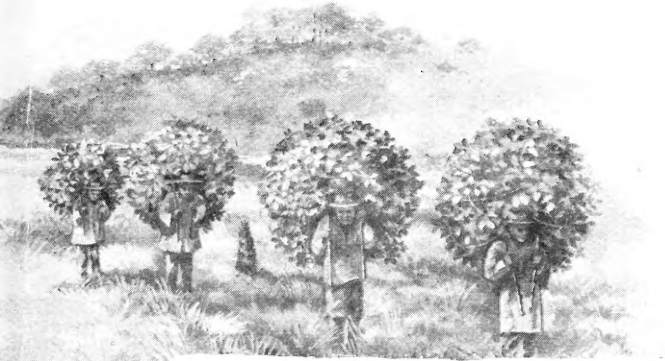
therefore tried the maté and found it very good. In fact, it occurred to them that while they had come to teach the aborigines, the latter had also been able to show them something in return.

So the holy fathers enjoyed the new and beneficial beverage and introduced it to their countrymen who came after them. They established maté plantations and carefully studied the properties and cultivation of the plant. They were the first to discover that drying or roasting gave it a delicate aroma and imparted to it new and valuable properties.

A century or so later the Portuguese also discovered maté forests or yerbales, as they are called, in the southern part of Brazil, in territory adjacent to Paraguay. The zone of maté production has since been shown to embrace almost the whole of Paraguay and the States of Rio Grande, Santa Catharina, Parana, and Matto Grosso in Brazil. Nowhere else has the wonderful shrub or tree been found, however, and the two countries, Brazil and Paraguay, thus have a monopoly of the supply of Yerba Maté, which is also popularly known as Paraguay tea.







Gathering Maté.

## CHAPTER II.

### HOW IT IS GATHERED AND PREPARED FOR MARKET.

LET us now see, for a moment, by what process Yerba Maté is brought from the yerbale to the consumer.

Although maté appears to have been used from time immemorial by the Indians, the Jesuits were the first to attempt its cultivation. This was commenced at their branch missions in Paraguay and the province of Rio Grande do Sue, where some plantations still exist. Under cultivation the plant remains a shrub with numerous stems instead of forming, as in the wild state, a tree with a rounded head and leaves from six to eight inches long. Cultivation is not necessary to produce the best maté, the secret being rather in the preparation of the leaves and stems after they have been gathered.

In Paraguay, for many years, the Indians, employed for that purpose under contracts sanctioned by the government, collected the yerba

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maté. They traveled in companies of about 25, erecting their wigwams in the yerbales and settling down to a stay of five or six months, beginning usually in December. Their first operation was to prepare an open space about six feet square in which the surface of the soil was beaten hard and smooth with mallets. The leafy branches of the maté were then cut down and placed in the clearing where they underwent a preliminary roasting from a fire kindled around it. An arch of poles, or of hurdles, was then erected above it, on which the maté was placed, a fire being lighted underneath. This part of the process demanded great care, since by it the leaves had to be rendered brittle enough to be easily pulverized and the aroma had also to be developed, the amount of heat necessary being learned by experience. After drying, the leaves were reduced to a coarse powder in mortars formed of pits in the earth well rammed.

More recently other methods of preparing the maté have also been employed. The government still controls some yerbales and permission to gather is granted to those who carry on the maté industry. The Indians in Paraguay, and the natives, or other laborers, in Brazil, are sent into the forests at the proper season to

Roasting Maté



gather the leaves and small branches most suitable for making the tea. As will be seen from the accompanying illustrations, which are from actual photographs, the maté is brought out of the yerbales to a place where temporary shelters have been erected. In these rude huts or cabins, a portion is set apart as a place of storage while in another part apparatus for roasting the leaves and stems is set up. This consists principally of large copper pans under which a slow fire is built. After being properly roasted, the product is put in long bags, and stored under an additional shelter secure from the rain. The bags are next put in a larger store-house and from this they are started on their way to the mills by means of ox-teams, or on mule or horseback. In fact, various modes of transportation are usually necessary before the final destination is reached, including shipment by flat-boats or lighters on the rivers.

A first-class maté mill employs as high as thirty men and can turn out daily, between 80 and 90 barrels of about 250 pounds each. The product of the mills is taken and marketed by a few large concerns who control the entire output.



## CHAPTER III.

### HOW SOUTH AMERICANS DRINK MATÉ.

A DESCRIPTION and comparison of the drinking habits of the various nations of the earth would no doubt prove highly interesting and instructive. Nearly every country has its so-called national drink, and in almost every instance it is an intoxicant. Where it is not an intoxicant it is something else whose excessive use entails serious consequences.

Yerba maté is the only exception to the general rule. It is the national drink in Paraguay, the Argentine Republic and Uruguay, and is largely consumed also in Chile, Southern Brazil, and in other South American republics, so that it has lately been estimated that over 20,000,000 people drink it regularly. And yet the testimony is unanimous that no one ever suffers any bad effects from it, even though they should drink it excessively. A writer in a recent issue of "*O Mercurio*" of Rio de Janeiro, says:



Carrying Maté to Temporary Storehouse.

“If the reader has traveled for some days through the Argentine countries, Uruguay, or our States, where the consumption of maté has the preference, or rather where it is the only beverage, he will have noticed the liveliness, healthy freshness, and good physical condition of the people of those regions. This excellent disposition of human nature cannot be attributed to the influence of the climate only, nor to the food and alimentation, and still less to the race itself. There exists nevertheless a factor in this well-being; what may it be? The water? It is possible that the precious liquid of these regions is superior, for instance, to that of Rio de Janeiro. To the solid food? And what is the precise difference, the typical difference, if it may be called such, between the solid food used by those people and the rest of our country, after deducting the climatic requirements? The climate? But this physical well-being is not in any way peculiar to certain climates; if it were so, these paradise-like regions would be overpopulated. There is, therefore, an element. Let us find it. In these regions coffee is very little used, tea is drank but rarely, alcohol is entirely abstained from, but above all these beverages maté is used to a degree which would amount to excess, if it were not for its therapeutic qualities.”

Yerba maté tea is taken by infusion like ordinary tea or coffee. In South America there exists a curious and picturesque manner of drinking it, by means of the *cuya* and *bombilla*, which is highly esteemed by all the people, in-

cluding those of the best society. When I had the honor, a few weeks ago, of calling upon the Brazilian Minister at Washington, a very scholarly and dignified as well as affable gentleman, he had his servant bring his *cuya* to show me how he preferred to take maté himself, every day, in accordance with the custom of his country.

The *cuya* is a small calabash, made of a



Transporting Maté in Ox-Carts.

gourd-like fruit whose scientific name it is not necessary to give here. It is about the size of a large orange and has a tapering end which serves for a handle. There are other *cuyas*, however, without handles, and of slightly flattened or other odd shapes. All the *cuyas* are ornamented, the cheaper ones having figures roughly traced upon them as if made

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with a hot iron. The finer kind have inscriptions, figures of saints, pretty women, animals, etc., carved upon them, and are silver, or even gold, mounted.

In the top of the *cuya* is a circular hole about the size of a silver half-dollar, and through this opening the tea is drawn by means of a *bombilla*.

This instrument consists of a small tube, six or seven inches long usually formed of metal, with a bulb at one end perforated with minute holes so as to pre-



“Drink Yerba Maté  
and be happy.”

vent the particles of tea from being drawn up into the mouth. Some maté is first placed in the *cuya*. Boiling water is then added, and if desired sugar

and milk to suit the taste. Many prefer to take the maté clear, however, claiming for it a higher efficiency in promoting health and strength. The *cuya*, being duly prepared, is passed around to those present and all partake of the beverage, as a rule through the same *bombilla*, just as the calumet is handed around among the North

American Indians. It is the universal sign of hospitality to offer maté in this manner. It is, however, also drank from cups, the same as other tea or coffee, especially in the large cities and at social functions, as appears from the drawing reproduced from a Rio de Janeiro publication.

In concluding this chapter I cannot do better than to quote the following bit of description by Senhor Affonso Arnaldo Rutis, of Sao Paulo, Brazil :

“During my frequent travels in the South American republics, I had plenty of opportunity to make observations on the consumption of yerba maté tea. I remember, for instance, a trip from Santa Anna do Livramento, on the boundary of Brazil, to Montevideo, which I made on horseback, ac-



Senhor Rutis.

complishing the whole journey through Uruguay in seven days. At every halting point, and wherever I changed horses, the little tea-kettle was taken from the pack-horse, water was heated and the maté tea prepared in the *cuya*, after which the *bombilla* was quickly put in, and the splendid, refreshing beverage served about four or five times in turn to everyone. No drink could be more strengthening to the nerves



and the system, and at the same time serve to cool the perspiration caused by riding, like this one.

“Every one of my camaradas had in his pocket a small bag full of this yerba maté; his cuya and bombilla never left him, and even if they could not get anything to eat, these good sons of the pampas were satisfied with their tea. And what a ride! We rode from 16 to 18 hours per day, and I am convinced that we were indebted for the necessary strength to accomplish this only to the tea above mentioned.

“Three times we were fortunate enough, in the evening, to be very kindly received and sheltered in the so-called ‘Estancias.’ After the customary salutation, ‘Blessed be the name of Mary,’ and the answer on the part of the host, ‘Now and evermore, Amen,’ the horses were left to the care of the servants and we entered the ‘pateo,’ and often the best room in the house, where the whole family circle was assembled, to whom strangers like ourselves appeared to be something quite special.

“Not a word was spoken, neither were any questions asked as to our names, or the whence and whereto of our journey. The head of the house puts down his cigarette; a man-servant or maid appears with the cuya and the bombilla, and after first taking a sip in order to see whether the tea has been properly prepared, if there is sugar enough in it, and if it is not too strong, it is presented to the head of the family.

“With perfect calmness and evident enjoyment expressed in his face, our host sips the

contents, gives the *cuya* back to the servant, who adds more hot water, and in this way the cup is passed from one to the other. Not a word is spoken in the meantime until every member of the family has enjoyed the beverage.

“ Only after everyone has been favored with a drink, our host begins his questions as to the whence, whereto and purpose of the trip, what is being done in the ‘ Capital,’ what heads are in government, etc., and his eyes sometimes flash, and his fingers bend themselves as though they would grasp his long knife, if this or that information is either agreeable or otherwise. After the questions have been put and replied to, you are asked to come to the table and yerba maté is the beverage served here also.

“ On those occasions it is due to this beverage that digestion is so quickly, agreeably and rationally performed, for very often the privations previously endured do not make digestion a very easy matter.

“ Afterwards we are taken to our rooms, and before retiring the tea is served again in the *cuya*, and refreshing sleep comes soon and strengthens us for the next journey.

“ Outside, round the big fire, are the ‘ *Arrieros*,’ who are obliged to spend an hour, before starting off on the journey, in catching the horses by means of lassos. The night is beautiful but cool, and the chief consolation of these good children of the plains is that they may in the meantime sip their yerba maté.

“ At last we arrive at the railway station ;

## YERBA MATÉ TEA.

the water is boiling in the refreshment-room and again everyone unpacks his *cuya* and drinks his *ma'é*. And thus it goes at every station. Eating is quite a secondary matter, as long as the bag is provided with *maté*.

"How many times have I seen in the Cordilleras, soldiers, miners, guanaco-hunters, who were perfectly content to have for many days nothing but a hard piece of bread or a piece of dried beef, being indebted to the *maté* for strength, health and power of endurance.

"If one goes up the Parana River, by steamer, and looks into a third-class cabin, one sees a whole circle assembled around the kettle of boiling water, the tea



South American *Maté* Reception.



### Chinese Despair.

From a South American  
Poster.

in the *cuya*, and in this way they remain together for hours, drinking their tea and telling stories.

“But the *yerba maté* is not enjoyed by the lower classes only. It is used in every good family, as high as the head of the State. The only difference is that it may be served in cups instead of the *cuya*. It is not a mere custom to drink this tea, but it is a beverage which is equalled by none in its beneficial influence on the health, and in its strength-giving properties, for in the favorable composition of the *yerba maté* are to be found the reasons for its aid to digestion and soothing influence on the nerves.

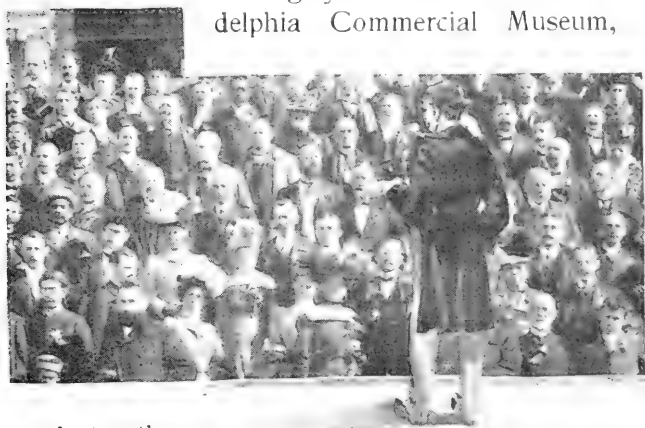
“As regards your question what general effect this tea has on the people, I give it as my well-based opinion that it is the best means of preventing the use of alcoholic drinks, as well as a means of creating moderate habits and strengthening the constitution. It is very well known that sugar serves to build up the bones, and, combined with *maté*, it gives energy to the body and settles the nervous system. I myself am indebted to the constant use of *maté* for calming the action of the heart, and a great many other people have expressed themselves in a similar manner.”

## CHAPTER IV.

### ITS INTRODUCTION INTO THE UNITED STATES.

THE twentieth century will see the people of the United States enjoying the benefits of yerba maté tea throughout the length and breadth of the land.

For this privilege, and for the enormous addition to its vital energies, our country will be largely indebted to the Philadelphia Commercial Museum,



and to the International Commercial Congress,

A Speech on Maté before the  
Commercial Congress.

which was held under its auspices in October, 1899. At this Congress thirty-eight foreign governments, and several hundred chambers of commerce in all parts of the world, were represented by delegates. Their deliberations received the approval of the President of the United States,

in his annual message, and they themselves his personal felicitations at a special reception given in their honor.

The main object of the International Commercial Congress was to extend the commercial relations between the United States and other nations, to remove trade disabilities, and bring the business men of the whole world into closer touch with each other. Many excellent suggestions were made and resolutions adopted. Among the speeches most attentively listened to were several from South American delegates in which they called attention to yerba maté and the blessings which the use of this tea would bring to the people of the United States.

Captain J. Cordeiro da Graça, government delegate from Brazil, said among other things: "The principal product of Parana is maté tea—a beverage with all the good qualities of coffee and tea without having any of their defects.

This article is exported in large quantities to Chile and the River Plate republics. It is a very strong aid to digestion and has no bad effect upon the nervous system, upon which it acts very soothingly. The maté alone will tend to lengthen the life of all those who use it. I recommend this good article to all Americans



Capt. da Graça.

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and especially to those who wish to have a wholesome beverage, which is splendidly adapted also for children and wet nurses."

Señor Carlos R. Santos, government delegate from Paraguay, declared: "Yerba maté, Paraguayan tea (*Ilex Paraguensis*), made from the leaves of a shrub which are pulverized or simply cured as other tea, affords a drink known by the name of 'yerba maté' all through South America, where the people drinking it number over 20,000,000. Maté tea is recommended for its hygienic, nutritious and invigorating properties by scientific journals and notabilities, and that its general use in the United States depends solely upon its becoming more widely known is a fact beyond a doubt."

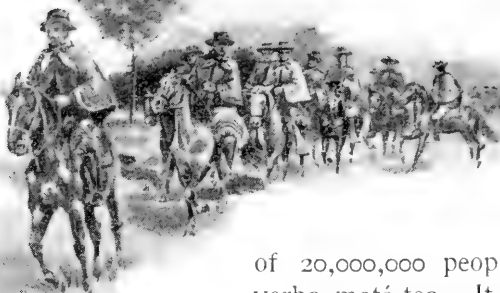


Señor Santos.

Not only the foreign delegates, however, but representatives of the United States, who attended the Congress, declared that they knew the good qualities of this tea from personal experience while in their country's service down in South America. Among these was Hon. Eugene Seeger, United States Consul-General at Rio de Janeiro, who said: "In the neighborhood



Hon. Eugene Seeger.



of 20,000,000 people use yerba maté tea. It is the favorite drink of the Argentines, the Uruguayans and the Brazilians. The tea strengthens your body, brain and nerves, and enables you to endure all kinds of hardships. It has no unpleasant after effects, and I should like to see it given to our soldiers. I think it would be of great advantage to the troops in the Philippines or those who are stationed in Cuba or Porto Rico."

Mr. Seeger, in a report made to the State Department at Washington, and published in the Consular Reports for January, 1900, again expresses himself strongly upon the subject. He says:

"For various reasons the import of maté into the United States ought to be encouraged. It is pre-eminently a temperance drink, and the temperance societies in the United States could do a very useful work by helping to popularize it. The great masses of Uruguay and Argentine,—including the famous gauchos (cowboys) of the great prairies, who use it constantly,



## YERBA MATÉ TEA.

instead of water, tea or coffee,—hardly ever use alcoholic stimulants. It is almost incredible what hardships they undergo and how vigorous they are, while often for a successive number of days they use nothing to sustain them but maté.”

These, and many other warm expressions from the highest possible sources, led to the formation of the Yerba Maté Tea Company, for the purpose of introducing the tea to the people of the United States and Canada. Contracts have been made whereby this company handles the entire output for these two countries.



Transporting Yerba Maté in Lighters.



## CHAPTER V.

### COMPARATIVE ANALYSES OF YERBA MATÉ TEA.

**I**N the scientific and technical laboratories of the Philadelphia Commercial Museum many tests are annually made with special reference to the industrial value of given products, and merchants and others in foreign countries continually send samples of exportable goods in order that the Museum may report on their usefulness for the American market. It was quite natural, therefore, that this great institution should be requested to pass upon the merits of yerba maté tea.

There had been many previous analyses in South America, and some in Europe, of yerba maté, but none in this country of which there was any record. Hundreds of Europeans and Americans, who traveled in the southern hemisphere and enjoyed their maté there, brought back, from time to time, the highest opinion of the beverage. Humbolt and Darwin, among

the scientists, partook of it and praised its good qualities. In Darwin's "Journal of Researches," a record of his South American journey, we find illustrations of his collection of cuyas and bombillas, and the following significant passage: "I reached the place of our bivouac by sunset, and drinking much maté, soon made up my bed for the night. The wind was very strong and cold, but I never slept more comfortably."

I have been shown many letters which the Yerba Maté Tea Company has received from Americans who were formerly in South America and who are rejoiced that yerba maté is now to be obtained in this country. "Many times," writes J. M. Carter, of Delhi, N. Y., "have I drank this cup that inebriates not with the kindly, warm-hearted natives. It is not only refreshing, but invigorating and restorative. A peon will often work the whole day, taking nothing but maté." Mr. Wilfred H. Schoff, chief of the foreign department of the Philadelphia Commercial Museum, who made an extended South American tour, in 1899, was the first to recommend it to me in high terms of praise. He had also made a collection of cuyas and bombillas, and kindly gave me one and showed me how to use it.

But while the testimony of travelers, on their return from those distant countries in which it is the favorite beverage, has from time to time aroused no little interest in yerba maté, for want of a systematic effort to introduce it, no market had ever before been created for

the article in the United States. While American dictionaries and works of reference all speak very highly of yerba maté, it remained for an authoritative and actual demonstration to be made of its merits by an institution which enjoys in the



highest degree the confidence and esteem of the governments and business men of the entire world. The analysis of the Philadelphia Commercial Museum was personally made by Dr. Ernst Fahrigr, chief of laboratories, a chemist of world-wide reputation, whose years of experience

Dr. Ernst Fahrigr in analyzing teas, in London, lend to his work in this line especial weight.

I take pleasure in giving herewith the maté analysis, together with analyses of coffee and green and black tea, also made by Dr. Fahrigr:

Analyses of tea, coffee and maté.	B Tea	G Tea	Coffee	Maté
Moisture, 228° F. Time, 3 hrs. . . . .	9.00	9.20	8.20	9.10
Essential oil . . . . .	.54	.65	.57	NONE *
Wax, resin, gum and fatty acids . . . . .	2.80	2.60	12.10	1.95
Tannic and gallotannic acids . . . . .	5.46	11.23	4.20	1.80
Caffein and thein . . . . .	1.40	1.70	.93	.30
Fibre, crude . . . . .	10.10	10.10	12.00	12.60
Fibrous cellulose . . . . .	10.40	22.40	30.00	11.55
Extract matter . . . . .	29.45	23.80	16.80	30.20
Chlorophyl . . . . .	2.20	2.40	1.40	6.50
Residue, insolubles, mineral matter.	14.28	10.52	10.10	22.00
Ash . . . . .	5.27	5.40	3.70	4.00
	100.00	100.00	100.00	100.00

\* The amount is so small it does not constitute .01 per cent., and, therefore, cannot be taken into account.

In addition to the analysis, Dr. Fahrig also made a series of careful physiological tests. He says in his report: "Yerba maté tea must be considered a most valuable beverage. It is especially beneficial for the stomach and nerves. It has great sustaining power but does not irritate. Its effect is soothing and quieting, with no deleterious consequences of any kind. The almost total absence of essential oil in the results obtained from the analysis speaks volumes in this connection. Then, let us look also at the tannic and gallotannic acid. This is a most serviceable astringent, when present in moderate quantities, as in yerba maté tea, combined with a small percentage also of caffein alkaloid, which builds up the nerves and performs other good offices. Again, the percentage of ash is low, and contains distinct traces of manganese, which enriches the blood. In this connection I would also state that, contrary to experience with other teas and coffee, maté may be freely drank after standing forty-eight hours, without any unpleasant disturbances, even in strong decoction. It remains just as healthful as when freshly made."

This is certainly a remarkable confirmation of every claim advanced for yerba maté in other countries. In fact, the Philadelphia Commercial Museum's analysis ably sustains the analyses of yerba maté made by Dr. Peckolt, of Riode Janeiro; A. Moreau, the well-known chemist, of Tours, France, and many others who might be mentioned.



## CHAPTER VI.

### OTHER VALUABLE OPINIONS.

WERE I to attempt to quote all the good things about yerba maté which have come under my notice, I would require a larger volume than this for that purpose alone. I might give at length, for example, the learned observations of Dr. Caminhoa, Professor of the Faculty of Medicine, at Rio de Janeiro, whose opinions are confirmed by Dr. Lancaster, Director of the Museum, at South Kensington, England, Dr. Schnepf, of Bonn, and many others. I might also give the report, read before the Academy of Science, at Paris, by Byasson, the celebrated chemist, who declared that "the dynamic value of maté is enormous, since it enables the soldiers of Paraguay and Argentina, as well as the 'gauchos,' to live several days without solid food, in spite of the fatigue of hunting in the vast solitudes of South America. In these regions," he continues, "maté is the first thing

offered to a guest. It forms an essential part of the soldier's ration." Again, Dr. Gubler classes it among the foremost physiological



Our Yerba Mate Mill.

agents in repairing the forces of the human body.

Dr. Conty, a physician of the highest reputation, also details his personal experience. I will quote but two or three sentences. He says: "As I was accustomed to drink coffee, I found this stimulant necessary in order to work. When I did not take it, I felt tired, and sleepy, and when I abstained from its use a short time I had insomnia and palpitation. After substituting maté for coffee, I was able to work at will without becoming tired or sleepy, and in a short time my insomnia disappeared."

Dr. Mantegazza, the great Italian physician, voices the opinion of the profession when he says that maté is especially good for those who are given to intellectual labors. Many other authorities recommend it for those who perform hard manual labor. The fact is that maté is in the highest degree excellent for all who need strength, whether of the brain or body.

In concluding this chapter I will permit myself to quote briefly from a letter just received from His Excellency, Dr. de Assis-Brasil, Brazilian Minister at Washington. He says:

"I am having an almost daily confirma-



Dr. de Assis-Brasil.

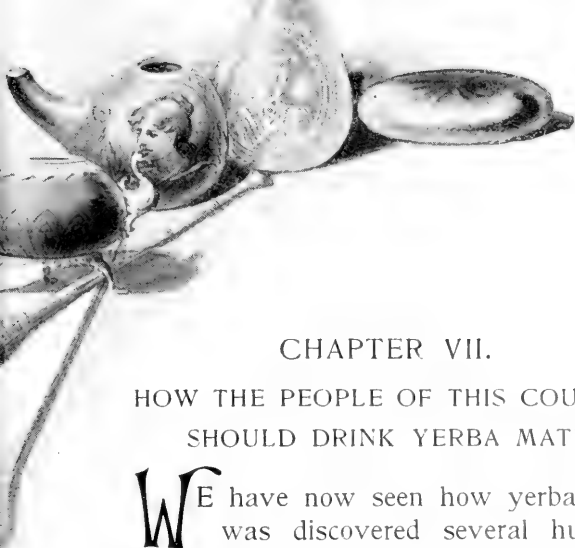
## YERBA MATÉ TEA.

tion of the good alimentary qualities of maté. Whenever I have to make a long trip on my bicycle in the morning, I just take some of my maté, without sugar, and then I can start out feeling sure of neither becoming faint nor hungry until I return for my breakfast at mid-day. I do the same thing when I have a great deal of brain-work to do in the morning and fear that a heavy stomach will interfere with it; the maté makes me forget my breakfast and puts me in good condition for work. Peruvian coca has a similar effect, which however, while satisfying the feeling of hunger, at the same time spoils one's appetite; the maté gives a sensation of comfort to the stomach without causing any such results; you can enjoy your meals with the best of appetites after taking it."

The Minister also wrote a most interesting and valuable paper on yerba maté, which was officially published in the Monthly Bulletin of the Bureau of American Republics, and in which he says: "Maté is a quencher of thirst *par excellence* and a great restorative. Spanish-American writers ascribe to it powerful efficacy against gout and colic. Indeed, it is well-known that these affections, which are so common in Europe, are never found among people who use maté. Moreover, this plant, by its action upon the peristaltic movements of the organs of elimination, has the property of curing indigestion."







## CHAPTER VII.

### HOW THE PEOPLE OF THIS COUNTRY SHOULD DRINK YERBA MATÉ.

**W**E have now seen how yerba maté was discovered several hundred years ago, in far-off Paraguay; how it grows in the yerbales and is prepared for market; how South Americans drink it, and how its successful introduction into the United States was brought about by the Philadelphia Commercial Museum, mainly through the International Commercial Congress held under its auspices. We have examined the thorough analysis of yerba maté tea made in the Museum laboratories by an eminent chemist, and have noted in what respect it differs most decidedly from other beverages. We have perused with pleasure the most favorable opinion of yerba maté tea expressed by Dr. Fahrig, on the basis of his analysis, as well as the opinions of eminent chemists and physicians in foreign countries. Many personal experiences similar to that so interestingly given by the Brazilian Minister, as well as testimonials showing the

remarkable curative powers of yerba maté tea, might be quoted, but lack of space prevents. I may state that they will be gathered into a little volume to be issued separately and to be obtained, upon application, by those directly interested.

It only remains for me to make a few closing observations upon the manner in which yerba maté should be drank by the people of the United States and Canada. In the first place I



would remark that everybody should drink this coming beverage—the well, because they wish to preserve their health, and the sick because it is the greatest aid in the world to help them to regain that which they have lost. Yerba maté is a distinctively health-giving beverage and no deleterious effects can possibly follow its abundant and satifying use by man, woman or child.

It should be served regularly at the table, with or without sugar or milk to suit the individual taste. As soon as the effects of other beverages and their irritants have been neutral-



## YERBA MATÉ TEA.

ized by maté, the human system will be found to prefer the latter. A lady who had used strong tea for years, but who had tried maté instead for several weeks, came to me the other day and said: "I have a confession to make. I tried to drink a cup of tea to-day, but I positively disliked it and could not swallow it. I like only maté now."

Maté should also be served at social gatherings. For ladies' whist or other card parties nothing could be finer to neutralize the effect of the excitement caused by the playing. An afternoon maté would prove a delightful and beneficial gathering. A novel effect can be produced by drinking the maté from the *cuya* and *bombilla* as they do in South America. Several charming society women have already assured me that this will become a fad and have requested me to procure a supply of the pretty calabashes. I am authorized to state that a shipment of the choicest kinds is already on the way and will be placed on the market by the Yerba Maté Tea Company.

L. of C.



# DIRECTIONS FOR MAKING YERBA MATÉ TEA

(THE MOST HEATHFUL AND NUTRITIOUS  
BEVERAGE IN THE WORLD)

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A tablespoonful of Maté will make five cups of tea.

Place the Maté in a cloth bag in the tea-pot and pour boiling water through it. (Be sure that the water is boiling.)

After the water has been poured through the Maté remove the bag from the tea-pot. The longer it is left in the water the stronger it will get.

In fact, the Maté may be used three times in the above manner, and will always produce the same agreeable beverage, thus making it the most economical as well as the most beneficial drink ever offered the American public.

In South America a little cold water is poured over the Maté first, and then the boiling water, which produces the very best results.

Maté is taken like tea or coffee, with or without sugar or cream, according to the individual taste.

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## THE YERBA MATÉ TEA CO.,

SOLE IMPORTERS

FOR THE UNITED STATES AND CANADA,

257 South Fourth Street,

PHILADELPHIA, PA..

“Drink Yerba Maté Tea and be Happy.”

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## Good Advice

To those who desire a pure, delicious, health-giving daily beverage :

Your grocer or dealer will be glad to place Yerba Maté Tea on sale if you will call his attention to it. If not, send one dollar and receive, express prepaid, a month's supply for several persons. (Sample, ten cents).

## A Delightful Summer Drink.

Cold Maté is thirst-quenching, refreshing, invigorating and (unlike other beverages which stimulate for a time but wreck the nerves) leaves absolutely no bad after effects. (See remarks of Dr. Fahrig on page 27 of this booklet.)

Ask for yerba maté at any first-class soda fountain.

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THE YERBA MATÉ TEA CO.,

257 South Fourth Street,

PHILADELPHIA, PA.

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“Hebe herself could serve no daintier cup.”

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TEA DEALERS,  
COFFEE DEALERS,  
DRUGGISTS,  
AND OTHERS,

WILL FIND IT TO THEIR ADVANTAGE

TO HANDLE

# YERBA MATÉ TEA

(The Great South American Beverage)

WHICH IS SOLD  
ONLY IN OUR  
ORIGINAL PACKAGES,  
ALL READY TO  
HAND OUT TO  
CUSTOMERS.

Wholesale prices and terms will be quoted upon  
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